

## ORDER



Orders	Order / Rev:	169080
	Alt Order #:	06368245
	Product Desc:	EMRGNY COMM 4 ISRAEL
	Estimate:	C11C17
	Flight Dates:	10/11/12 - 10/17/12
	Original Date / Rev:	10/10/12 / 10/10/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Matthew Norten</b>
<b>Sales Office:</b>	<b>HDC</b>
<b>Sales Region:</b>	<b>NAT</b>

<b>Agency</b>	<b>Name:</b>	<b>Smart Media Group</b>
	<b>Buying Contact:</b>	
	<b>Billing Contact:</b>	
		<b>814 King Street</b>
		<b>Alexandria, VA 22314</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Emergency Comm 4 Israel
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** **00:15:00** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/17/12	16	\$11,350.00	\$9,647.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$11,350.00	\$9,647.50	0.00
<b>Totals</b>	<b>16</b>	<b>\$11,350.00</b>	<b>\$9,647.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	16%	\$11,350.00
Market	100%	\$70,937.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$709.38
WISN	28%	\$19,862.50
WITI	28%	\$19,862.50
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	26%	\$18,443.75
WVTV	1%	\$709.38
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/12/12	10/12/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--		1				\$400.00		0.00			
E 2	WDJT	10/12/12	10/12/12	News at Noon	CM	12p-1230p	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--		1				\$300.00		0.00			

Order / Rev: 169080  
 Alt Order #: 06368245  
 Flight Dates: 10/11/12 - 10/17/12

Advertiser: Issue/Emergency Comm 4 Israel  
 Product Desc: EMRGNY COMM 4 ISRAEL  
 Estimate: C11C17  
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/12/12	10/12/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ----1--	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----1--		1		\$150.00		0.00				
E 4	WDJT	10/15/12	10/15/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1		\$400.00		0.00				
E 5	WDJT	10/15/12	10/15/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1		\$300.00		0.00				
E 6	WDJT	10/15/12	10/15/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1		\$500.00		0.00				
E 7	WDJT	10/15/12	10/15/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1		\$150.00		0.00				
E 8	WDJT	10/14/12	10/14/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1		1		\$7,000.00		0.00				
E 9	WDJT	10/11/12	10/11/12	News at Noon News at Noon	CM	12p-1230p ---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---1---		1		\$300.00		0.00				
E 10	WDJT	10/11/12	10/11/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---1---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---1---		1		\$150.00		0.00				
E 11	WDJT	10/16/12	10/16/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-1-----		1		\$400.00		0.00				
E 12	WDJT	10/16/12	10/16/12	News at Noon News at Noon	CM	12p-1230p -1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-1-----		1		\$300.00		0.00				
E 13	WDJT	10/16/12	10/16/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a -1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-1-----		1		\$150.00		0.00				
E 14	WDJT	10/17/12	10/17/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --1----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--1----		1		\$400.00		0.00				
E 15	WDJT	10/17/12	10/17/12	News at Noon News at Noon	CM	12p-1230p --1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--1----		1		\$300.00		0.00				
E 16	WDJT	10/17/12	10/17/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a --1----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--1----		1		\$150.00		0.00				
Totals													16	\$11,350.00